

**CLAIMS**

What is claimed is:

1. A refrigerated merchandiser system comprising:  
an insulated cabinet defining a product display area and having a compartment separate from product display area;  
an air circulation circuit connecting said product display area and said compartment in air flow communication;  
a relatively high pressure drop evaporator disposed within said compartment, said evaporator having a fin and tube heat exchanger having a fin density in the range of 6 fins per inch to 15 fins per inch, said fins having an enhanced heat transfer configuration; and  
a plurality of air circulating fans disposed within said compartment in cooperative relationship with said evaporator.
2. A refrigerated merchandiser system as recited in claim 1 wherein said evaporator and said plurality of fans are disposed in a draw through flow arrangement whereby the fans draw circulating air through the evaporator.
3. A refrigerated merchandiser system as recited in claim 1 wherein said fans disposed in spaced relationship along said evaporator at spaced intervals of about 2 feet.
4. A refrigerated merchandiser system as recited in claim 1 wherein said fins have a non-planar configuration.
5. A refrigerated merchandiser system as recited in claim 4 wherein the fins of said evaporator have a corrugated plate-like configuration.